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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Anthony D. Estes
Serial No. : 09/353,896
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Title : DIRECT RESPONSE E-MAIL

Art Unit : 2765
Examiner : G. Akers

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Commissioner for Patents
Washington, D.C. 20231

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GROUP 3600

AMENDMENT

Please add the following new claims:

--37. A machine-based method comprising:

initiating a commercial transaction by sending a message to a party to the transaction, the message being entirely email based, the message carrying elements that are configured to enable the party to complete the transaction by interaction with the elements, and

as a result of the party's interaction with the elements carried by the message, electronically receiving from the party information associated with completing the commercial transaction.

38. The method of claim 37 in which the information is received from the party through an electronic message exchange.

39. The method of claim 38 in which the electronic message exchange comprises email.

40. The method of claim 37 also including completing additional steps associated with the transaction using available resources.

41. The method of claim 37 in which the email-based message to the party includes inline logic or references to external logic.

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

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